

Wednesday 15 Sep 2010

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### Healthscope approval

THE Australian Foreign Investment Review Board has voiced no objections to The Carlyle Group and TPG Capital's proposed takeover bid of the private hospitals and pathology company, Healthscope.

The go-ahead from the FIRB has strengthened the consortium's proposal, which has been supported by Healthscope, with the company urging its shareholders to accept the takeover proposal on the table at its upcoming investor meeting on 22 Sep.

### **PSA welcomes Gov**

THE Pharmaceutical Society of Australia has joined the Pharmacy Guild in welcoming the reappointment of Nicola Roxon as the Minister for Health and Ageing (PD yesterday), saying that the move represents a vote of confidence in health reform.

"PSA has strongly supported the Government's initiatives to reform primary care and encourage a more collaborative approach to health care services," said PSA president Warwick Plunkett.

"As the medication experts, pharmacists have much to contribute to health's new paradigm," he added.

**MEANWHILE** the Pharmaceutical Society of Australia has also rolled out the welcome mat for the newly installed Minister for Mental Health and Ageing, with Warwick commenting that the PM's initiative in establishing a portfolio with direct responsibility for mental health is "well overdue".

"The appointment of Mr Butler to this new portfolio should help to drive reform to the funding and provision of mental health services and will hopefully offer new ways of overcoming the large unmet need for these services," he said.

### Pharmacy Daily **Pharmacy Job** of the Day!

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A POST-discharge service offered by pharmacists for patients exiting hospital on warfarin could potentially save the Australian healthcare system \$6.4m per annum, according to researchers from the School of Pharmacy, at the University of Tasmania.

The comments come on the back of a recent 'collaborative approach' study, which saw researchers from the University of Tasmania, University of SA, University of NSW, Sydney Uni and the University of Wollongong band together to trial a post-discharge service based on the existing home medicines review program.

The year-long project saw a radical expansion of the traditional role of the pharmacist, with 268 warfarin patients enrolled in the trial, 139 of which received usual care and 129 receiving between two and three home visits from a trained accredited pharmacist within the first eight to ten days following hospitalisation.

As part of the home visits, patients would receive point-of-care INR monitoring, warfarin education and a home medication review.

According to the researchers, it was evident during the trial that collaboration between healthcare professionals including the patient's GP, community pharmacist and home visiting pharmacist was "integral to the provision of the service".

Healthcare savings were then estimated using an economic analysis of the costs associated with

### Pharmacist in hot water

A US pharmacist, Amadiegwu Onujiogu, has been convicted of defrauding federal health plans of around US\$353,000.

Onujiogu ran his scam by getting patients to give him prescriptions, which he would then use to file rebate paperwork with US Medicade/ Medicare indicating that he had filled the prescription, which in fact he had not (passing on 10% of the money to the patients).

As a result his patients did not receive the medications they needed for conditions including HIV/Aids and bipolar.

Onujiogu faces sentencing later in the month.

usual care and hospital readmissions. "The research demonstrated that

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conducting post-discharge HMRs, focused specifically on warfarin, offer significant benefits, not only reducing patients' risk of bleeding and clotting problems but also increasing their knowledge about warfarin," said researcher, University of Tasmania PhD student Leanne Stafford.

"The management of warfarinrelated adverse events place a significant financial burden on the healthcare system.

"One of the significant advantages of this service was that it not only benefitted individual patients, but also reduced the costs associated with warfarin use to the healthcare system which indirectly benefits us all," she added.

Report authors also concluded that the home INR monitoring was especially beneficial for patients with mobility and transport issues, and that framing warfarin education sessions in familiar home environments "was also highly appreciated.



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### New natural edition

THE third edition of the popular natural medicines compendium titled, Herbs and Natural Supplements: An Evidence Based Guide, has just been released.

Covering the latest evidence on 130 of the most popular herbs, nutrients and food supplements in Aust and NZ, the guide is also available to purchase as an e-book. For more info see page three of today's **PD**.

### Call for participants

THE Faculty of Pharmacy at the University of Sydney and the Clinical Excellence Commission (NSW) are calling for people who work in community pharmacy to participate in a new survey aimed at assessing pharmacy workplace patient safety culture as well as factors that may impact on this culture.

Community pharmacy staff survey participation is anonymous and individuals must be over 18. To complete the survey

CLICK HERE or for more info email romano.fois@sydney.edu.au.

### WIN AN AROMABABY ORGANIC PACK



Every day this week, *Pharmacy Daily* is giving readers the chance to win a pack filled with organic treats valued at \$58 rrp, courtesy of leaders in luxe mother & baby care, Aromababy.

Win one of 5 Organic Aromabath Powders, enriched with soothing oats and soy. Ideal for a supermilky bath yet without any dairy/ milk content. Added pure essential oils help you dream away your worries as you soak.

Suitable for baby and daddy too! Teamed with Organic Back on Track Massage Oil, for weary parents and a luxe Pure Love labour/post natal bath and body oil, also doubles as a super mood-lifter! For more details visit www.aromababy.com/aromababy\_skincare.

For a chance to win this great organic pack, simply send through the correct answer to the daily question below:

### Oats are well known for soothing the skin. Could babies/adults with sensitive skin benefit from the Aromabath Powder?

Email your answer to: comp@pharmacydaily.com.au The first correct entry received will win!

Hint: Visit: www.aromababy.com

Congratulations to yesterday's lucky winner: Amanda Raue from Manrex. The correct answer was: yes.

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# Health, Beauty and New Products

### Sally Hansen's own Nail Shield

The new 14 Day Nail Shield product from the hand and nail experts at Sally Hansen is designed for those who don't have the time (or money) for a manicure. Basically the Nail Shield includes pre-treated sheer colour strips which bond instantly with nails to provide nail coverage and protection, whilst pearl protein and natural botanicals provide nourishment to the nails. Easy to use, the nails need to be free of other polish,

Suppliers wanting to promote products in this feature should email advertising@pharmacydaily.com.au.

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before the backing of the each strip is peeled off and they are systematically smoothed on and then filed to fit. Each strip is said to last up to 14 days without chipping or cracking, whilst shine and colour components within the formula keep nails looking salon fresh.

RRP: \$14.95 Stockist: 1800 812 663

### Lift and boost for lashes

Popular UK make-up brand Rimmel's latest mascara, Max Bold Curves, aims to provide 14x more lash volume and 70% more lift via a new formula and a special 'bold-lift' brush. Apart from the pigment, formulation ingredients include collagen (for thicker lashes) and keratin (for stronger lashes) whilst the new curved brush is structurally designed to curl lashes up, opening out eyes, while the formula sets them in place. The product is due for public release in October.

RRP: \$15.50 Stockist: 1800 812 663

### Hair removal in the shower

Just in time to get set for summer skirts, shorts and dresses, Veet has launched a new Suprem'Essence range, which includes an innovative in-shower hair removal cream. To use, the cream needs to be applied prior showering, however after one minute users can step under the shower, and because the cream is designed to dissolve slowly on contact with water, they can watch it gradually wash away. Infused with essential oils and rose fragrance, the cream also leaves skin moisturised and lightly scented, and as an added bonus the pack contains a soft exfoliating sponge for use to remove any remaining traces of the product.



RRP: \$10.99 Stockist: 1800 226 766



### **Experience** weightless foundation

Max Factor's new Xperience Weightless Foundation provides full coverage without feeling heavy on the skin. The ultra light formula allows skin to breathe, whilst also providing a very natural look. To create the light-weight formula, pharmacists at Max Factor replaced the typical heavy polymers usually found in full coverage make-ups with jojoba, cucumber water and rosehip. The foundation also delivers SPF 10 coverage and is available for sale from Oct.

RRP: \$36.50 Stockist: 1800 181 040

### Love from Chloe

The perfume house of Chloe has released its latest scent offering simply titled, Love. Drawing on its iconic Chloe fragrance, Love is very feminine and floral, featuring top notes of orange blossom and pink pepper, a blended heart of iris, lilac, hyacinth, wisteria blossom and the traditional Chloe almond scent of heliotropine and vanilla. The perfume also contains subtle traces of musk, talc and rice powder.

RRP: \$90 (30ml), \$130 (50ml) and \$170 (100ml) Stockist: 1800 812 663



## DISPENSARY CORNER

THAT'S an interesting defense. Lawyers for Coca-Cola are arguing that no-one should believe soft drink hype, as an unusual defense tactic in the conglomerate's battle against a non-profit public interest group regarding the soft drink giant's Vitaminwater range.

According to reports Coca-Cola is being sued over "unwarranted" health claims it made regarding its Vitaminwater products, which in fact are more sugar than water and vitamins (each bottle containing 33 grams of sugar).

The high-paid Coke lawyers are however arguing that "no consumer could reasonably be misled into thinking vitaminwater was a healthy beverage", in a move which broadcasts the message that lying is ok, as long as no one believes you.

SAVED by sleep.

A 30-year old man, Yang Jun, hailing from eastern China was saved recently after falling asleep during a bid to end his own life.

The story unfolded after Jun, having split from his wife, took 50 sleeping pills, climbed 150 feet up to the top of the Haiyin bridge in Guangzhou and prepared to jump.

Spotted by passers by whilst scaling the bridge, Jun was soon engaged in talks with negotiators and family who rushed to his side after hearing the news.

However as he chatted away, his eyes began to shut involuntarily and he fell asleep before he had the chance to jump.

Rescuers quickly strapped him into a harness and winched the snoring Jun down to the ground before being rushed to hospital.

Following the incident Jun has reconciled with his wife and is greatfully thanking the efforts of his rescuers

